

EVERY DOLLAR ENTICED FROM THE 30,000 DUPES STOLEN OUTRIGHT.



FIVE OF THE PRINCIPALS IN THE GREAT E. S. DEAN COMPANY SWINDLING CONSPIRACY.

with a view to defraud persons who might worry the millionaire bear leader, with a view to recovering their money from him.

HOW \$7,000,000 WAS STOLEN.

History of the Greatest Swindle Since the Infamous Credit Mobilier.

DURING the early part of September, 1895, a half dozen men sat together in the smoking room of an uptown New York boarding house. They were swindlers—shrewd, ingenious and daring. After desultory operations in Chicago, where one of their number had devised a scheme for fleecing people untutored in the ways of confidence men and professional blacklegs, they had been forced to flee to New York.

They brought their methods for defrauding with them. In their own words it was styled "The Discretionary Pool." In plain language, it was but a plan by which gullible people were induced to send the swindlers money for the purpose of speculating in the stock and grain market.

Instead of speculating, and thereby either winning or losing this money legitimately, the members of the Discretionary Pool "gang" used part of the money for advertising, part to bait new dupes and put the balance in their pockets. In other words, they got possession of the money by fraud and then stole it unblushingly.

The "gang" had been routed from Chicago by a small man with square jaws and a determined mouth. Almost alone and unaided he had undertaken, on behalf of the Chicago Board of Trade, to run these swindlers to cover and break up their illegitimate operations. W. E. Bishop is his name.

Defied Their Nemesis.
The men gathered in the uptown boarding house knew that Bishop was on their track. The landlady, Mrs. Ella S. Dean, knew it. But they openly defied him. He could never get evidence to convict, they argued. Let him have them arrested if he would. They could always deposit cash bonds and forfeit them. At the rate by which money poured in whenever their scheme was in working order they could easily afford to forfeit cash bonds of a paltry hundred thousand or so.

So with the knowledge before them that Bishop was on their trail, with the word passed among them, "Bishop is in town," they still dared to go ahead and form in the parlors of Mrs. Dean's boarding house a plot by which unsuspecting people throughout the United States were robbed of seven millions of dollars, under the very eyes of the shrewd financiers of Wall street, and under the very nose of the famous metropolitan police.

In honor of the landlady the "gang" styled their swindle "E. S. Dean & Co."

The First Dean Company.
In order that the magnitude of this swindle may be thoroughly understood it is necessary to trace the intricate history of the concern first known as E. S. Dean & Co. It consisted of Jacob Keller, alias J. B. Kellogg, Gerald M. Eberman, and the woman known as Mrs. E. S. Dean.

Mrs. Dean was originally an operator in bucket shops, a "steerer" of female flies into the webs of the Wall street spiders during the daytime, and at night the landlady of the uptown boarding house.

Kellogg, a remarkably shrewd, brainy and nervy man, who thoroughly understood the intricacies of the stock market, was the Napoleon of the "gang." He possessed

TO CURE A COLD IN ONE DAY
Take Lozette Broncho Tablets. All drugs sell them for 10c. It is a cure. 25c. The genuine has L. B. Q. on each tablet.

Don't be satisfied with the universal cry—Business is over. The Holiday Rush may be, but there is Always Business to be had—Use Sunday Journal "Wants."

experience in the tricks of every confidence game known to crooks, one of which had already cost him a term of service in the jails of Canada.

The concern started in business in March, 1895, with offices at No. 35 Broadway, and advertised far and wide "The Dean Safe System of Speculation."

They sent out alluring circulars to country farmers, schoolmasters, clergymen, clerks, servants and unsophisticated people in which were set forth such enticing statements as these:

"Three hundred to 400 per cent yearly paid in cash to you every week."
"Think of it! From 4 to 118 per cent paid on your investment every two weeks!"

"We court investigation; refer to the best financial houses in this city, who have investigated and studied the Dean system."

They explained to their victims that if they had lost in speculation it was because "You were bound by no scientific rules, and so you sought to secure all in eight, failed and lost."

One of these alluring documents, which was profusely illustrated with half-tone cuts of the interior of their offices in one of which the four principals were seen seated at desks, deeply immersed in the mysteries of finance, wound up with the following friendly advice to their intended victims:

To the Sceptical.
To all those persons who doubt everything, and who do not believe there is any bottom to this ocean because they have never seen it, we have a few words to say.

We occasionally receive letters from sceptical people who have carefully formed certain questions therein. They keep thinking of and presenting these questions for several months, while others, who are willing to be convinced and who sent for our literature at first, studied

same carefully and made their investment, were drawing large dividends.

We do not advise any one to "leap before they look," but we do advise the use of good common sense. * * * Get your money to work at once, no matter how small the amount may be. Two months will please you, and six months will convince you that there is no better paying investment in existence, and you, like every other member, will be a lifelong advocate of the E. S. Dean Safe System of Speculation. * * * Read our Daily Market Letter. Ask prominent financiers regarding the Dean Safe System.

Look us up. Study our operations. If you do this you will be no longer sceptical, but will be a staunch supporter of the greatest method of money making ever conceived. Money can be withdrawn at any time. Dividends paid punctually in cash the last and 15th of each month.

They published and sent out extensively gotten up books filled with the most alluring statements of profits said to have been made by their patrons.

To cap the climax they even used perjury. A. R. Goslin, one of the company, posing as an expert accountant, under the alias of Donald Devin, made the following affidavit, which was printed and scattered far and wide in the concern's literature:

Accountant's Affidavit.
State of New York, City of New York, s.s.:
I, Donald Devin, the undersigned, chartered accountant of the City of New York, having been called upon officially to investigate and examine into the accounts and methods of the banking house of E. S. Dean & Co., of No. 35 Broadway, personally conducted a critical and exhaustive research into their books of record, files and accounts, and do hereby affirm and make oath that the various reports hereto attached are true and exact in every particular.

In testimony whereof I have hereunto set my hand and caused my official seal to be appended.

(Signed) DONALD DEVIN.
Sworn to before me this 6th day of July, 1896.

Weinman's Methods.
In 1892 and 1893 George M. Irwin was operating a similar scheme to that of the Dean Company in Pittsburgh. Money was flowing into the office at the rate of thousands a day, but he was caught heavily on the wrong side of the wheat market and failed. He was arrested, but it was proved in court that he lost his clients' money legitimately with the grain house of Norton & Worthington, of Chicago, members of the Board of Trade. The true cause of his failure, however, was Weinman.

Weinman thought the time ripe for New York to have one of these periodical swindles. He studied Irwin's methods and advertised that investors could earn double the dividends that Irwin was paying by

placing their money with him.

Through some of his satellites he started the rumor that Irwin was about to fail. The public did the rest. They started a run on Irwin, who paid out every dollar he could scrape together and met all demands for two or three days. People began to wonder and wanted to deposit their money again, but Irwin knew his losses were big and lay down.

This was what Weinman wanted. His alluring advertisements, coming now before Irwin's depositors, won them to his trap. He collapsed. Then he dropped out of sight for a while.

Wall Street was too seductive, fools and money alike plentiful there, and, like the proverbial cat, he came back. He started a bucket shop in partnership with Colonel Robert A. Ammon, ostensibly practicing as a lawyer, E. Mortimer Pine and Sam Keller. The firm opened offices at No. 47 New street, under the name of Sam Keller & Co.

Colonel "Bob" Ammon put in \$2,000 as his share of the capital, saw the business open and fairly under way, when he took a trip to Montana to look after a "gold brick" mining scheme which he wanted to float. When he returned he discovered that he was the only man of the firm who had put in any actual cash. He demanded an accounting, and his \$2,000, but neither were forthcoming.

A row ensued between him and Mr. Mortimer Pine, who was the only other member of the firm in the office at the time. It resulted in "Colonel" Ammon throwing Pine, who weighed over 200 pounds, out of the window like a rubber ball.

A Bigger Plot.
The fall of E. Mortimer Pine—into New street through the window—resulted in the

breaking up of this firm. Pine then started a bucket shop at No. 50 Broadway, where Weinman spent a great deal of his time. Sam Keller managed to hang on, clinging to the firm name of Sam Keller & Co., sending out a few circulars and advertising at irregular intervals.

About this time "Jerry" Eberman and Albert Goslin, who were associated with J. B. Kellogg in the firm of E. S. Dean & Co., saw that Kellogg was getting into a tight corner. The firm had received about \$400,000 from victims, and was paying out dividends at the rate of 300 to 400 per cent per annum. In order to continue the concern would have to earn about \$50,000 every two weeks to provide for the dividend day, besides the \$400,000 entrusted with the concern by the public.

Kellogg, with his usual astuteness, saw the inevitable end. He listened to Goslin and Eberman, who introduced "Charley" Weinman and Sam Keller as two able financiers, capable of carrying out the precepts of the Dean Company's circulars.

Kellogg was engaged in several business ventures, with pawbroking as a specialty. He had banking accounts in the New Amsterdam Bank and with the firm of Lawrence, Frazier & Co., of Wall street. In the name of Jacob Keller, he was ready to accept Weinman as a partner provided that a large amount of money was paid him and a good round sum to Mrs. Dean.

On the day on which "Charley" Weinman and Sam Keller took charge of the business of E. S. Dean & Co., at No. 35 Broadway, for the purpose of reorganizing it, began the story which culminated in the proceedings for conspiracy begun yesterday.

Kellogg made out a long list of securities, which he sold to his new partners as as-

sets. The face value of these securities was \$745,000. The real value was nothing. They were stocks and bonds of defunct corporations.

Kellogg and Mrs. Dean put all of the cash in their pockets. They withdrew from the concern, Kellogg to go on the swindle known as the "Kellogg Market Register," and Mrs. Dean to conduct a Turkish smoking parlor in the Tenderloin.

Their Capital One Diamond.
Then the Dean corporation—the E. S. Dean Company—was launched. It was started by the proceeds derived from pawning a diamond ring. It cleaned up, before it was raided by the police, over \$7,000,000.

Weinman and Keller wanted to go ahead and take possession of the Dean concern without paying Kellogg for the alleged securities. They proposed to pay expenses from future receipts, and let Kellogg whistle for his part. But Kellogg didn't see the transaction in that light. He refused to let go.

So the guarantee for the purchase money to him and Mrs. Dean was obtained by Weinman and Sam Keller from the firm of Theodore W. Myers & Co. Sam Keller told Kellogg that the purchase money would be all right and promptly paid from the daily proceeds, and that the new concern would be backed by Myers & Co.

This satisfied Kellogg. He made a contract with Mrs. Dean by the terms of which she was to receive a sum of money for the use of her name, and setting forth that she would never be compelled to answer for any trouble, which he saw was sure to arise at some time, when an investigation should be set on foot. In return she agreed never to appear on the "Street" again under the name of Mrs. E. S. Dean.

"Charley" Weinman had lost all his money, and could not even pay the petty incorporation expenses. Sam Keller was therefore compelled to pawn his diamond ring for \$30 to raise the fee for the incorporation of the E. S. Dean Company, under the laws of the State of New Jersey. This was done on September 29, 1896.

The incorporators of the concern were Myron L. Bernard, a brother-in-law of Kellogg; Jacob Lammberg, a clerk in the office of E. S. Dean & Co.; and Leopold Balback, then president of the Gold Cliff Mining Company, and who went to reside in New Jersey temporarily in order to comply with the laws of that State, which provide that one incorporator must be a resident.

Richer Than Klondike.
The first day's receipts were about \$500. A veritable Klondike was in sight. Money came pouring in and Sam Keller, as a side issue, opened luxurious offices in the Lord's Court building, in Exchange place. He placed Albert Goslin and Newton McMillan in charge. This side show was carried on under the firm name of Sam Keller & Co.

Continued on Fourth Page.

Serofula and All other blood Diseases are promptly and Permanently Cured By Hood's Sarsaparilla.

If you suffer from Any form of Blood Disorder, you should Take Hood's and Only Hood's.

What Do You Want?
To secure the Most Satisfactory Help for Home or for Business use a JOURNAL HELP "WANT."

20 words cost 20 cents Quick Responses.

Advertise It in the Journal

A REPRODUCTION FROM THE SALES BOOK OF THE DEAN SWINDLERS.

A page of the book was photographed especially for the Journal. It shows fictitious dealings with Theo. W. Myers & Co., of the New York Stock Exchange, and with John F. Barrett & Co., of the Chicago Board of Trade. The accounts disclose on their face that they were all written up at the same time.

PURCHASES February 1897 'Mel 1897								SALES March 1897							
Date	Of Whom Purchased	No. of Shares	Description	Price	Time	For Whose Account	When Received	Date	To Whom Sold	No. of Shares	Description	Price	Time	For Whose Account	When Delivered
Feb. 19	Theo. W. Myers & Co.	100,000	May what	74 1/2	190,000	Ed. S. C.		Feb. 12	Theo. W. Myers & Co.	100,000	May what	74 1/2	190,000	Ed. S. C.	
20	Do	250,000	"	74 1/2	190,000	"		19	Do	100,000	"	74 1/2	190,000	"	
21	Do	100,000	"	74 1/2	190,000	"		22	Do	100,000	"	74 1/2	190,000	"	
24	Do	100,000	"	74 1/2	190,000	"									
25	Do	100,000	"	74 1/2	190,000	"									
26	Do	100,000	"	74 1/2	190,000	"									
27	Do	100,000	"	74 1/2	190,000	"									
Mar. 8	Do	100,000	"	74 1/2	190,000	"		18	Do	100,000	"	74 1/2	190,000	"	
8	John F. Barrett & Co.	100,000	"	74 1/2	190,000	"		11	John F. Barrett & Co.	100,000	"	74 1/2	190,000	"	
9	Do	100,000	"	74 1/2	190,000	"		12	Do	100,000	"	74 1/2	190,000	"	
10	Do	100,000	"	74 1/2	190,000	"		13	Do	100,000	"	74 1/2	190,000	"	
18	Do	100,000	"	74 1/2	190,000	"		15	Do	100,000	"	74 1/2	190,000	"	
19	Do	100,000	"	74 1/2	190,000	"		16	Do	100,000	"	74 1/2	190,000	"	
20	Do	100,000	"	74 1/2	190,000	"		17	Do	100,000	"	74 1/2	190,000	"	